



KSHB-TV

ORDER

Print Date 10/29/12 Page 1 of 3

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316195 /** **MO Schoeller 10-30 11-6**

Original Date / Revision 10/29/12 10/29/12 Agency Com 15%

Billing Contact

Advertiser **Schoeller / Republican / Sec**
5200 SW 30th Street
Davenport, IA 52802

Agency **Victory Enterprises**

Buying Contact

5200 SW 30th Street
Davenport, IA 52802

Product

Agency Com 15%

Billing Contact

5200 SW 30th Street
Davenport, IA 52802

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar CALENDAR

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$12,580.00	\$14,800.00	0.00	10/01/12	10/31/12	26	\$12,580.00	\$14,800.00
November 2012	49	\$24,777.50	\$29,150.00	0.00	11/01/12	11/06/12	49	\$24,777.50	\$29,150.00
Totals	75	\$37,357.50	\$43,950.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/30/12	11/04/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- TWTF - -	:30	6	\$550.00	P-1	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			6		\$550.00		0.00			
E 2	KSHB	10/30/12	11/04/12	Today Show Today Show	CM	7-9a	- TWTF - -	:30	8	\$750.00	FX	0.00 NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			8		\$750.00		0.00			
E 3	KSHB	10/30/12	11/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- TWTF - -	:30	8	\$150.00	P-2	0.00 NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **316195** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Schoeller / Republican / Se** Product **MO Schoeller 10-30 11-6** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	10/30/12	11/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- TWTF - -	:30	8	\$150.00	P-2	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					8	\$150.00		0.00			
E 4	KSHB	10/30/12	11/04/12	M-F 4-430p Jeopardy	CM	4-430p	- TWTF - -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$350.00		0.00			
E 5	KSHB	10/30/12	11/04/12	M-F 430-5p Action News @ 430PM	CM	430-5p	- TWTF - -	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$325.00		0.00			
E 6	KSHB	10/30/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- TWTF - -	:30	7	\$600.00	P-1	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					7	\$600.00		0.00			
E 7	KSHB	10/30/12	11/04/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- TWTF - -	:30	7	\$800.00	P-1	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					7	\$800.00		0.00			
E 8	KSHB	10/30/12	11/04/12	M-F Late News M-F Late News	CM	10-1035p	- TWTF - -	:30	5	\$1,300.00	P-1	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					5	\$1,300.00		0.00			
E 9	KSHB	10/30/12	11/04/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	- TWTF - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$300.00		0.00			
E 10	KSHB	11/03/12	11/03/12	Sa Today Show Sa Today Show	CM	6-8a	- - - - - S -	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S -					1	\$150.00		0.00			
E 11	KSHB	11/03/12	11/03/12	NBC Action News at 5p NBC Action News at 5p Sa	CM	5-530p	- - - - - S -	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S -					2	\$300.00		0.00			
E 12	KSHB	11/03/12	11/03/12	Sa Late News Late News Sa	CM	10-1030p	- - - - - S -	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S -					1	\$1,100.00		0.00			
E 13	KSHB	11/04/12	11/04/12	Su Today Show Su Today Show	CM	7-8a	- - - - - S	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					2	\$275.00		0.00			
E 14	KSHB	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	- - - - - S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$250.00		0.00			
E 15	KSHB	11/04/12	11/04/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	- - - - - S	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					2	\$300.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Schoeller / Republican / Se** Product **MO Schoeller 10-30 11-6** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KSHB	11/04/12	11/04/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	2		\$300.00	0.00							
E 16	KSHB	11/04/12	11/04/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$800.00	0.00							
N 17	KSHB	11/05/12	11/06/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MT-----	:30	4	\$750.00	FX	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	MT-----	4		\$750.00	0.00							
N 18	KSHB	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$750.00	0.00							
N 19	KSHB	11/05/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$150.00	0.00							
N 20	KSHB	11/05/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$500.00	0.00							
N 21	KSHB	11/05/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$500.00	0.00							
N 22	KSHB	11/05/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M-----	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$900.00	0.00							
N 23	KSHB	11/05/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00	0.00							
N 24	KSHB	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00	0.00							
N 25	KSHB	11/05/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$400.00	0.00							
Totals														75	\$43,950.00